



WPTV

# ORDER

Print Date 10/18/12

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Flight Dates **10/27/12-11/02/12**

Contract / Revision      **315124 /**

Original Date / Revision  
10/17/12    10/18/12

Advertiser **Aronberg / Democrat / Attor**

Agency    **Rindy & Associates Inc**

Buying Contact

**2401 E Sixth St  
Ste 1003  
Austin, TX 78702**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**Dave Aronberg for State Attorney**

Agency Com    15%

Billing Contact

**2401 E Sixth St  
Ste 1003  
Austin, TX 78702**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **DAronberg-04/2012**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	7	\$3,506.25	\$4,125.00	0.00
November 2012	15	\$7,118.75	\$8,375.00	0.00
<b>Totals</b>	<b>22</b>	<b>\$10,625.00</b>	<b>\$12,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	7	\$3,506.25	\$4,125.00
10/29/12	11/02/12	15	\$7,118.75	\$8,375.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/27/12	11/02/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$325.00	P-1	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/27/12	11/02/12	-----S-				1		\$325.00		0.00		
N 2	WPTV	10/27/12	11/02/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/27/12	11/02/12	-----S-				1		\$425.00		0.00		
N 3	WPTV	10/27/12	11/02/12		CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00 NM	1	\$850.00



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Contract / Revision    **315124**    Flight Dates **10/27/12-11/02/12**

Hiatus Dates

Original Date / Revision    10/17/12/    10/18/12

Order Sep    00:20:00

Advertiser    **Aronberg / Democrat / Atto**    Product **Dave Aronberg for State Att**    Estimate #    **Daronberg-04/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 6p											
				Sa 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S-					1	\$850.00		0.00			
N 4	WPTV	10/27/12	11/02/12	Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				Su 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$425.00		0.00			
N 5	WPTV	10/27/12	11/02/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				Su 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$900.00		0.00			
N 6	WPTV	10/27/12	11/02/12	SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
				SU 10-11am To the Point											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$350.00		0.00			
N 7	WPTV	10/27/12	11/02/12	Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
				Su 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$850.00		0.00			
N 8	WPTV	10/27/12	11/02/12	M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
				M-F 430-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					2	\$100.00		0.00			
N 9	WPTV	10/27/12	11/02/12	M-F 5-6a	CM	5-6a	MTWTF--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					3	\$350.00		0.00			
N 10	WPTV	10/27/12	11/02/12	M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					1	\$950.00		0.00			
N 11	WPTV	10/27/12	11/02/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					1	\$550.00		0.00			
N 12	WPTV	10/27/12	11/02/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					1	\$475.00		0.00			
N 13	WPTV	10/27/12	11/02/12	M-F 11-12n	CM	11a-12p	MTWTF--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
				M-F 11-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					1	\$350.00		0.00			
N 14	WPTV	10/27/12	11/02/12	M-F 12p NEWS	CM	12-1p	MTWTF--	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					1	\$425.00		0.00			
N 15	WPTV	10/27/12	11/02/12	M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	MTWTF--					1	\$600.00		0.00			



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Hiatus Dates

Original Date / Revision    10/17/12/    10/18/12

Order Sep    00:20:00

Advertiser    **Aronberg / Democrat / Atto**    Product **Dave Aronberg for State Att**    Estimate #    **DAronberg-04/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	10/27/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	MTWTF--					1	\$600.00		0.00			
N 16	WPTV	10/27/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	MTWTF--					1	\$950.00		0.00			
N 17	WPTV	10/27/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	MTWTF--					1	\$1,325.00		0.00			
N 18	WPTV	10/27/12	11/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	MTWTF--					1	\$1,025.00		0.00			
N 19	WPTV	10/27/12	11/02/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	MTWTF--					1	\$475.00		0.00			
Totals													22	\$12,500.00	